

Gartner, IDC: Lenovo Top Q2 2013 PC Vendor

Written by Marco Attard
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Gartner and IDC agree on two things regarding the Q2 2013 PC market-- Lenovo is the top WW PC vendor (beating HP) and, as we all know by now, shipments remain on the decline both globally and within EMEA.

According to Gartner EMEA PC shipments drop by -16.8% Y-o-Y during Q2, the 5th consecutive quarter of decline. The analyst attributes the decline to a combination of usage trends shifting from notebooks to tablets and channel inventory reductions in anticipation to future Haswell-based products.

Preliminary EMEA PC Vendor Unit Shipment Estimates for 2Q13 (Units)

Company	2Q13 Shipments	2Q13 Market Share (%)	2Q12 Shipments	2Q12 Market Share (%)	2Q12-2Q13 Growth (%)
HP	3,779,160	17.8	4,683,376	18.3	-19.3
Lenovo	2,641,622	12.4	2,180,362	8.5	21.2
Acer Group	2,456,255	11.5	3,995,518	15.6	-38.5
Dell	1,979,895	9.3	2,173,552	8.5	-8.9
ASUS	1,743,345	8.2	2,670,268	10.4	-34.7
Others	8,675,143	40.8	9,864,285	38.6	-12.1
Total	21,275,420	100.0	25,567,361	100.0	-16.8

Notes: Data includes desk-based PCs and mobile PCs, including x86 tablets equipped with Windows 8. All data is estimated, based on a preliminary study. Final estimates will be subject to change. The statistics are based on the shipments selling into channels.

Source: Gartner (July 2013)

W. European shipment levels are described as "weak," with low PC replacement rates, E. European customers go for Android-based tablets and MEA finds tablets and smartphones the more attractive options.

HP is the top Q2 2013 EMEA vendor according to Gartner, thanks to better results within professional PC space. Following are Lenovo (the only vendor seeing shipment growth), Acer, Dell and Asus.

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Top 5 Vendors, Worldwide PC Shipments, Second Quarter 2013 (Preliminary) (Units Shipments are in thousands)

Vendor	2Q13 Shipments	2Q13 Market Share	2Q12 Shipments	2Q12 Market Share	2Q13/2Q12 Growth
1. Lenovo	12,619	16.7%	12,802	15.0%	-1.4%
2. HP	12,378	16.4%	13,414	15.7%	-7.7%
3. Dell	9,230	12.2%	9,633	11.3%	-4.2%
4. Acer Group	6,226	8.2%	9,241	10.8%	-32.6%
5. ASUS	4,590	6.1%	5,820	6.8%	-21.1%
Others	30,589	40.4%	34,464	40.4%	-11.2%
Total	75,632	100.0%	85,374	100.0%	-11.4%

Source: IDC Worldwide Quarterly PC Tracker, July 10, 2013

Regarding EMEA IDC says the market maintains "negative trends as expected" as unfavourable economic conditions and lack of major renewals drive weakness in consumer demand and softness in the commercial market. High inventory also persists in some countries and retailers remain cautious ahead of an uncertain back-to-school period-- leading to the non-occurrence of the traditionally stronger June replenishment.

On a global level Gartner says WW Q2 2013 PC shipments total 76 million units with a -10.9% Y-o-Y decline, marking the longest period of decline (5 consecutive quarters) in global PC

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market history.

The IDC numbers are similar-- -11.4% Y-o-Y decline in shipments reaching 75.6m units, with worse than expected performance across EMEA and Asia/Pacific (excluding Japan).

“We are seeing the PC market reduction directly tied to the shrinking installed base of PCs, as inexpensive tablets displace the low-end machines used primarily for consumption in mature and developed markets,” Gartner remarks. “In emerging markets, inexpensive tablets have become the first computing device for many people, who at best are deferring the purchase of a PC. This is also accounting for the collapse of the mini notebook market.”

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 2Q13 (Units)

Company	2Q13 Shipments	2Q13 Market Share (%)	2Q12 Shipments	2Q12 Market Share (%)	2Q12-2Q13 Growth (%)
Lenovo	12,677,265	16.7	12,755,068	14.9	-0.6
HP	12,402,887	16.3	13,028,822	15.3	-4.8
Dell	8,984,634	11.8	9,349,171	11.0	-3.9
Acer Group	6,305,000	8.3	9,743,663	11.4	-35.3
ASUS	4,590,071	6.0	5,772,043	6.8	-20.5
Others	31,041,130	40.8	34,675,824	40.6	-10.5
Total	76,000,986	100.0	85,324,591	100.0	-10.9

Note: Data includes desk-based PCs and mobile PCs, including mini-notebooks but not media tablets such as the iPad.

Source: Gartner (July 2013)

Meanwhile IDC suggests "a lot still needs to be done in launching attractive products and addressing competition from devices like tablets."

Go [Gartner Says WW Q2 2013 PC Shipments Declined -10.9%](#)

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